

## REMARKS

In the application claims 48-67 remain pending. Claims 1-47 have been canceled without prejudice. Support for added claims 48-67 may be found in the specification, figures, and claims as originally filed. No new matter has been added.

No claims presently stand allowed. The reconsideration of the rejection of the claims is, however, respectfully requested.

More particularly, it is respectfully submitted that the art of record, namely Herold (U.S. Patent No. 5,832,067), Brown (U.S. Patent No. 6,587,822), and Hidary (U.S. Patent No. 5,774,664), whether considered alone or in combination, fail to disclose, teach, or suggest each and every element now set forth in the claims. For this reason it is respectfully submitted that the claims should be deemed to be allowable.

Considering now Herold, Herold discloses a method and an apparatus for transferring information from a remote server to an alarm clock. Specifically, the alarm clock has a selectable switch indicative of a plurality of states and the remote server stores a plurality of messages. At a designated time, the alarm clock generates an alarm signal which is used to dial the remote server and the remote server selects a message to return to the alarm clock, the message being selected based upon the state of the selectable switch. In Herold, the message that is returned to the alarm clock *is a message that is stored at the server prior to receiving the message request from the alarm clock*. Thus, it will be appreciated that the system of Herold fails to disclose, teach, or suggest the desirability of providing a content preference selection to a server for use in connection with a search engine which functions to retrieve from the Internet content that is relevant to the content preference selection (i.e., *finds content after the content preference selection is provided to the server*) and to provide to an alarm clock such retrieved content for presentation to a user at a designated time. Furthermore, it will be appreciated that

Herold fails to disclose, teach, or suggest providing plural content preference selections to a server for use in connection with a search engine which functions to retrieve from the Internet plural content that is relevant to the plural content preference selections and to provide to an alarm clock such retrieved plural content for presentation to a user at a designated time and in a pre-programmed order.

Considering now Brown, Brown discloses a platform for implementing interactive voice response (IVR) applications over the Internet. More particularly, Brown discloses a system in which retrieved Web content is converted to speech which may then be provided to a user via a telephone or other type of audio interface device. Thus, it will be appreciated that the system of Brown fails to disclose, teach, or suggest the desirability of providing a content preference selection to a server for use in connection with a search engine which functions to retrieve from the Internet content that is relevant to the content preference selection and to provide to an alarm clock such retrieved content for presentation to a user at a designated time. Furthermore, it will be appreciated that Brown fails to disclose, teach, or suggest providing plural content preference selections to a server for use in connection with a search engine which functions to retrieve from the Internet plural content that is relevant to the plural content preference selections and to provide to an alarm clock such retrieved plural content for presentation to a user at a designated time and in a pre-programmed order.

Considering now Hidary, Hidary discloses a system in which video programming is integrated within uniform resource locators (URLs). In particular, a provider of video programming selects URLs that are to be transmitted within, for example, the vertical blanking interval (VBI) of a video signal. Of those URLs that are selected for inclusion within the VBI, only a subset may be provided to a user considering personal preferences established by a user. Once the user receives a URL selected by the provider of video content, the user may activate the

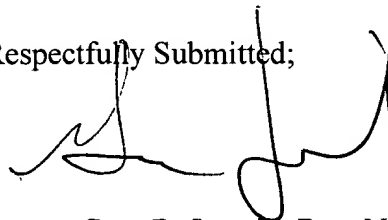
URL to thereby access Internet content. Thus, it will be appreciated that the system of Hidary fails to disclose, teach, or suggest the desirability of providing a content preference selection to a server for use in connection with a search engine which functions to retrieve from the Internet content that is relevant to the content preference selection and to provide to an alarm clock such retrieved content for presentation to a user at a designated time. Furthermore, it will be appreciated that Hidary fails to disclose, teach, or suggest providing plural content preference selections to a server for use in connection with a search engine which functions to retrieve from the Internet plural content that is relevant to the plural content preference selections and to provide to an alarm clock such retrieved plural content for presentation to a user at a designated time and in a pre-programmed order.

#### CONCLUSION

It is respectfully submitted that cited references fail to disclose each and every element now set forth in the claims and, for at least this reason, the application is in good and proper form for allowance. Such action of the part of the Examiner is respectfully requested. Should it be determined, however, that a telephone conference would expedite the prosecution of the subject application, the Examiner is respectfully requested to contact the attorney undersigned.

The Commissioner is authorized to charge any fee deficiency or credit overpayment to deposit account 50-2428 in the name of Greenberg Traurig.

Respectfully Submitted;



Date: May 11, 2005

By: Gary R. Jarosik, Reg. No. 35,906  
Greenberg Traurig, LLP  
77 West Wacker Drive, Suite 2500  
Chicago, Illinois 60601  
(312) 456-8449